Fig. 1

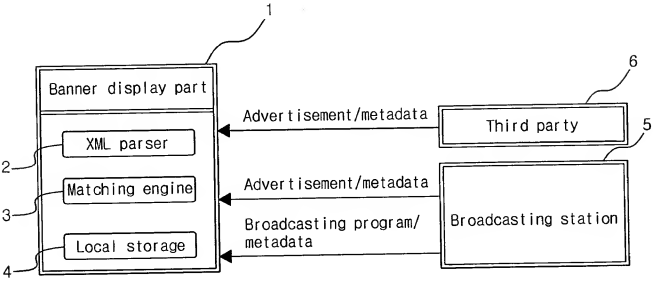
1
Banner display part
XML parser
Matching engine
Local storage
2
3
4
Advertisement/metadata
Third party
6
5
Advertisement/metadata
Broadcasting program/ metadata
Broadcasting station

Fig. 2

```
<simpleType name="SynopsisLengthType">
      <restriction base="string">
            <enumeration value="short"/>
            <enumeration value="medium"/>
            <enumeration value="long"/>
      </restriction>
</simpleType>
<complexType name="SynopsisType">
      <complexContent>
            <extension base="mpeg7:TextualDescriptionType">
                  <attribute name="length"
type="tva:SynopsisLengthType" use="optional"/>
            </extension>
      </complexContent>
</complexType>
<simpleType name="LanguageTypeType">
      <restriction base="string">
            <enumeration value="main"/>
            <enumeration value="original"/>
            <enumeration value="other"/>
            <enumeration value="inVideoSubtitle"/>
            <enumeration value="subtitle"/>
            <enumeration value="audioDescription"/>
            <enumeration value="signing"/>
      </restriction>
</simpleType>
<complexType name="LanguageType">
      <simpleContent>
            <extension base="language">
                  <attribute name="type" type="tva:LanguageTypeType"
use="default" value="main"/>
            </extension>
      </simpleContent>
</complexType>
<complexType name="RelatedMaterialType">
      <sequence>
      <element name="Format" type="mpeg7:ControlledTermType"
minOccurs="0"/>
            <element name="MediaLocator"
type="mpeg7:MediaLocatorType"/>
      </sequence>
```